

Introducing the Capital Rep



Dear Theatregoer:

Proudly, boldly, we announce our plans to establish a resident professional theatre in the heart of the Capital District, Downtown Albany. We intend to become your theatre; we invite you to become our audience.

The Capital Repertory Company is a project of the League of Theatre Artists, Inc., a non-profit organization which has produced the Lexington Conservatory Theatre each summer since 1976. In the Western Catskills, we lifted a mountain against all odds and as soon as we were eligible, the grants arrived. From Greene County, the New York State Council on the Arts, the National Endowment for the Arts, the Ford and Rockefeller Foundations and more, came validation and a clear mandate to reach a wider audience: you. Whatever your age, sex, job, school, faith, race — you.

Now we will be known as the Capital Rep, a name at once big league and slang. Like us. We will mine the world's drama for classics with meaning for today and break new ground with the best living playwrights, directors and designers we can find.

Our actors will become your friends and neighbors. In rehearsal, performance and community service, we will grow close. As friends, we will make you welcome and entertain you. But as good friends, ones who care, we will challenge you and chide you, take issue with you and give it to you straight, intimidate you and be intimate with you.

Excellence in repertory is our ambitious goal. It's costly and it can't be automated. But with your support, we will do it. Eloquently, passionately do it! Together, we will dim the houselights, part the curtain and enter the Eighties at the Capital Rep!

Very truly yours,



Michael C. Van Landingham
Executive Director

Oakley Hall III

Abraham Tetenbaum
Artistic Directors

3 Giants of the American Theatre Declare Their Support for Capital Rep.

In Praise of Capital Rep

"I am pleased to add my strong support to the Capital Repertory Company cause. Albany, Schenectady, Troy and their environs have been without a professional theater of their own for far too long. I want the theatregoing public in the Capital District to know that I support your commitment to excellence in stage production and I applaud your initiative in choosing to present new plays in addition to the classics of world drama. A number of your actors have worked for the New York Shakespeare Festival. It is gratifying to witness this dynamic outgrowth of your experience with us. Best wishes for the success of your important and exciting new venture."

—Joseph Papp
Founder and Producer,
New York Shakespeare Festival

"Capital Rep is a capital idea! As the producer of two current Broadway hits, I recognize the favorable economic impact a repertory company such as yours can have on a community. I know that I will not be the only Broadway producer to keep an eye on your fine actors and your new playwrights."

—Emanuel Azenberg
Producer of Neil Simon's
They're Playing Our Song

"The Shubert Organization is delighted to learn that you are establishing a new LORT theatre known as the Capital Repertory Company. It is always gratifying to learn of the establishment of a new theatre, but we are especially pleased that the location of your theatre is in Albany. We have every expectation that your venture will be successful and look forward to attending your opening night performance."

—Gerald Schoenfeld
Chairman of the Board,
The Shubert Organization

CAPITAL REP COUPON

We're counting on you! Here are 8 ways you can help create and sustain top-quality professional theatre in the Capital District. Please check the appropriate boxes, complete the form below, and mail to: **Capital Rep, PO Box 2114, Empire State Plaza, Albany, NY 12220**. Thank you, friend. We are grateful indeed for every check!

1. I want to **GO** ☒ to the plays! With the price of gas and Broadway tickets soaring, it's nice to know that soon I won't have to travel to New York for the finest in professional theatre. Please send me your subscription brochure and add my name to your mailing list.
2. I want to **RUN** ☐ theatre parties for my students or group members. Please send me information on group sales discounts and post-play discussions.
3. I want to **VOLUNTEER** ☐ my time and energy to developing community support for Capital Rep in return for special benefits. Please have Jane Guterman, director of volunteer services, call me.
4. I want to **PUBLICIZE** ☐ your theatre in my newsletter or employee publication. Please send me news releases and contact me regarding coverage of the Capital Rep.
5. I want to **INVITE** ☐ a representative of the Capital Rep to address my next luncheon or meeting. I understand you have a special film presentation on your theatre for this purpose. Please contact me regarding the arrangements.
6. I want to **ADVERTISE** ☐ my business in your theatre program. Your audience is just the market I want to reach. Please contact me regarding space and rates.
7. I want to **DONATE** ☐ office equipment, furniture, props, costumes and/or mailing lists to the Capital Rep. I know you need them. Please contact me regarding pick-up.
8. I want to **CONTRIBUTE** ☐ financially to your cause. I realize that the cost of producing a season of repertory theatre far exceeds its potential box office earnings and know that without public funds, private foundation support and individual contributions like mine the Capital Repertory Company could not exist. Good luck.

My tax-deductible contribution in the amount of _____ payable to the League of Theatre Artists, Inc. / Capital Rep is enclosed.

NAME _____ HOME PHONE _____
STREET ADDRESS _____ BUSINESS PHONE _____
CITY _____ STATE _____ ZIP _____